THE SUPPLY AND DEMAND OF ENGLISH-LANGUAGE TELEVISION IN CANADA THROUGHOUT 1984

A report prepared for
The Task Force on Broadcasting Policy
by

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Introduction

This report, prepared for the Task Force on Broadcasting Policy, examines the 'supply and demand' of English television in Canada throughout the 1984 calendar year. Specifically, data are presented pertaining to the number of available television stations, the availability of Canadian programming and the time spent viewing Canadian programs. Of special interest is the relationship between the supply and demand of Canadian programs and the effect of the number of viewing choices on the availability of Canadian programs. The data have been analyzed at the national, provincial and county level.

The principal source of the material analyzed in this report is a special data base developed by CBC Research which examines the supply of English-language television in Canada throughout the 1984 calendar year. These data are based on a representative sample of all programming broadcast throughout the 1984 calendar year by all English-language television stations available in Canada. Programs aired by individual stations are weighted according to the number of Canadians, aged 2-plus, able to receive them. Data on the viewing of programs is derived from a 10 per cent sample of the A.C. Nielsen weekly surveys to which such information as program origin and program type have been merged.

The Number of Available Television Stations

In the 1984 calendar year, Canadians, aged 2-plus, had an average of 7.5 English-language television stations from which to choose.* As Table 1 shows there are significant variations in the number of available stations on a provincial basis. In fact, residents of only two provinces, Ontario and British Columbia, were able to receive more stations than the national average. In terms of the number of available English-language stations,

*The number of available stations is determined by calculating the number of persons able to receive each English-language TV station in the defined geographic area (whether off-air, via cable or converter only), summing them and then dividing that total by the population, aged 2-plus, resident in that defined area.

residents of Newfoundland, Prince Edward Island, New Brunswick and Quebec, had the least choice, with only about 4 stations from which to choose. The number of available English-language stations appears to be affected by three main factors;

1. Anglophone market size: Larger markets are not only highly cabled, with a full basic service and a second tier, but are capable of supporting originating, independent stations. The markets of Toronto, Hamilton, Winnipeg, Calgary, Edmonton and Vancouver all support independent Canadian stations.

2. Cable and Converter Penetration: Cable and converter ownership greatly increase the number of available stations. Moreover, the number of channels offered via cable is directly related to the size of the market served. In those areas of the country with smaller population bases, cable subscribers may have only 4 or 5 channels available on the basic cable service, whereas in the larger metropolitan centres, cable subscribers with a converter have the opportunity to choose channels not only from the basic service (channels 2-13), but also the extended service (channels 15-40?).

3. Ability to receive U.S. signals off-air: Residents of the Eastern Townships in Quebec, eastern and southern Ontario, and southern British Columbia are able to receive three or more U.S. stations directly off-air. This, of course, increases the number of available stations.

Hence, in those parts of Canada where residents are able to receive a plethora of U.S. signals off-air and where cable penetration is high, the number of available English-language television stations is highest. On the other hand, in those parts of Canada where cable penetration is low and where U.S. stations cannot be received directly off-air, the number of available English-language stations is smaller.

Which Station Groups Provide the Programming

Almost one-half (47 per cent) of all English-language television programming available in Canada is offered by U.S. stations (Table 2). CBC owned and operated stations and CBC affiliated stations, each provide 9 per cent of the available English-language programming. The remainder of the available English-language television programming in Canada is provided by CTV stations (17 per cent), Global (5 per cent), the Educational Networks, TVO and Knowledge (4 per cent) and Canadian independents (10 per cent). The distribution of available programming provided by various station groups within the individual provinces of Canada reflects the effect of the three factors, just discussed, related to the number of available stations; anglophone market size, cable and converter penetration and ability to receive U.S. signals off-air. In provinces where a large number of stations are available, such as Ontario and British Columbia, the share of available programming provided by each station group is smaller due to increased fragmentation, while in those provinces with fewer available channels, the share of available programming provided by each station group is higher. CTV stations are available in every Canadian province, providing between 14 and 27 per cent of the available programming. CBC owned and operated stations, on the other hand, provide significant proportions of the available programming, ranging from 7 to 25 per cent in every province, except New Brunswick. The presence of CBC affiliates is strongest in Prince Edward Island, New Brunswick, Ontario and Saskatchewan, where they provide between 11 and 22 per cent of the available programming. Global and TVO are basically only available within Ontario, while the delivery of the Knowledge network is confined to British Columbia. While the share of available programming provided by Canadian independent stations is limited in Quebec and Saskatchewan, in the remaining provinces Canadian independent stations provide between 9 and 19 per cent of the available programming. The proportion of all available programming provided by U.S. stations ranges from lows of 27 and 35 per cent in Prince Edward Island and Newfoundland

to highs of 51 and 54 per cent in Quebec and British Columbia. In the six remaining provinces, U.S. stations account for between 41 and 45 per cent of the available programming.

Time Spent Viewing Various Station Groups

As Table 2 indicates, both CBC owned and operated stations and CTV stations obtain larger shares of the viewing audience than they provide of the available programming (for CBC owned and operated stations, 9 per cent of the available programs and 15 per cent of the viewing audience; for CTV stations, 17 per cent of the available programs and 29 per cent of the viewing audience). CBC affiliated stations, Global and Canadian independents each obtain audience shares comparable to the amount of available programming they provide. The Educational Networks (TVO, Knowledge), however, obtain much smaller audience shares compared to the proportions of available programming that they provide. U.S. stations, while providing 47 per cent of all English-language television programming available in Canada, obtain only one-third of all viewing to English stations. This is not, of course, a reflection of the lack of popularity of American television programs, but of the practice of simultaneous cable substitution by Canadian networks.* The above relationships between the availability of programming by station group and the audiences they attract is also true at the provincial level. That is, for example, although the proportion of programming provided by CBC owned and operated stations varies markedly between provinces, CBC owned and operated stations always attract a larger share of the viewing audience than their share of available programs.

*When a Canadian station carries a U.S. program at the same time as the U.S. station, cable companies are required to replace the U.S. commercials with those of the Canadian station carrying the program. The Canadian station/network is then credited with all the viewing to that program both on its channel and on the American channel via cable.

Canadian Programming - The Supply

While U.S. stations provide almost one-half of the available English-language television programming in Canada, they are not, of course, the sole source of foreign programming. The schedules of Canadian stations contain substantial amounts of foreign programs which attract significant viewing audiences. Consequently, the proportion of Canadian programming available is much less than the 53 per cent of all available programming provided by Canadian stations. In fact, in the 1984 calendar year, only 28 per cent of the available programs on English-language television over the whole day were Canadian programs. Are there provincial variations in the proportion of available programming that is Canadian? The answer to this question is yes, although the degree of provincial variation is smaller than the provincial variations already observed for the number of available stations (Table 4). Newfoundland and Prince Edward Island, the two provinces with the least choice in terms of available stations, have the highest proportions of available Canadian programming (34 and 39 per cent, respectively), while British Columbia, a province with a large number of available stations has the lowest proportion of available Canadian programming (25 per cent).

In prime time the proportion of Canadian programming available for viewing on English-language television across Canada is even lower - 26 per cent. Again, as Table 5 shows, there are regional variations. Three provinces with among the fewest available stations, Prince Edward Island, Newfoundland and Saskatchewan, have the highest proportions of Canadian programming available for viewing (40, 33 and 33 per cent, respectively), while in British Columbia only 21 per cent of the English-language TV programming available for viewing in prime time is Canadian.

In the 1984 calendar year, CBC owned and operated stations provided 20 per cent of all available Canadian programming nationally, broadcast between 6:00 am and 2:00 am, while CBC affiliated stations contributed another 17 per cent (Table 4). CTV stations provided 31 per cent of the Canadian programs available for broadcast throughout the 1984 calendar year. The

share of available Canadian programming provided by the various station groups provincially follows the provincial distribution for all available programs outlined earlier.

As we have seen, the proportion of Canadian programming available for viewing in prime time drops to 26 per cent. There are, moreover, some important shifts in the suppliers of prime time Canadian programs. CBC owned and operated stations and CBC affiliated stations supply a significantly larger proportion of the available prime time Canadian programming than is the case over the whole day, while the opposite is true for CTV, Global and Canadian independents (Tables 4 and 5). While CBC owned and operated stations provided 20 per cent of the available Canadian programming over the whole broadcast day, this increases to 30 per cent in prime time. Similarly, CBC affiliates provide 24 per cent of the available Canadian programming in prime time, up from the 17 per cent provided over the whole broadcast day. CTV stations, on the other hand, while providing 31 per cent of the available Canadian programming over the whole broadcast day, provide only 24 per cent of the available Canadian programming in prime time. Similarly, Global accounts for only half as much of the available Canadian programming in prime time as it does over the whole day.

Canadian Programming - The Demand

Over the whole broadcast day, Canadian programming on English-language television accounts for approximately the same proportion of viewing (29 per cent) as it does of the available programs (Table 1). Clearly, throughout 1984, Canadians viewed Canadian programming to the extent that it was available. Canadian programming garnered larger shares of the viewing audience, relative to its availability, in Nova Scotia, Saskatchewan and British Columbia. In New Brunswick and Ontario, on the other hand, the share of viewing to Canadian programming is smaller than its share of all available programs.

In prime time, while Canadian programs account for 26 per cent of the available programming, they attract only 24 per cent of all viewing to English-language television. Prime time Canadian programming attracts a larger share of the viewing audience, relative to its share of available programs, in Newfoundland, Nova Scotia and Saskatchewan, and a smaller share in the provinces of Quebec and Ontario.

In the 1984 calendar year, CBC owned and operated stations and CTV stations obtained larger shares of the whole day audience to Canadian programs than they made available (Table 4). While CBC owned and operated stations provided 20 per cent of the available Canadian programs, these programs captured 34 per cent of all viewing to Canadian programs. Similarly, while CTV stations supplied 31 per cent of the available Canadian programs, these programs obtained a 39 per cent share of the viewing to Canadian programs. Audiences to Canadian programs aired by CBC affiliated stations, Global, the Educational Networks (TVO/Knowledge) and Canadian independent stations, on the other hand, received proportionately smaller viewing shares. For CBC owned and operated stations, this relationship between the share of available Canadian programs and the viewing share to Canadian programs holds for every province (excluding New Brunswick). For CTV stations, this relationship is present for all provinces, except Newfoundland and Manitoba.

In prime time, only CBC owned and operated stations receive a proportionately larger viewing share to their Canadian programming, relative to their availability (Table 5). While CBC owned and operated stations account for 30 per cent of the available Canadian programs in prime time, these programs accounted for 46 per cent of the viewing to Canadian programs. This is true in every Canadian province, except New Brunswick, the only Canadian province without an originating CBC owned and operated station. In Newfoundland, Prince Edward Island, Nova Scotia, Quebec, Manitoba and Alberta, prime time Canadian programs aired by CBC owned and operated stations accounted for more than one-half of all viewing to Canadian programs. In fact, if one includes CBC affiliated

stations (virtually all of the Canadian programming carried by CBC affiliates during prime time is CBC network programs), the CBC share of all viewing to Canadian programs ranges from 59 per cent in Alberta to 80 per cent in Newfoundland.

The Relationship Between the Number of Available Stations and the Proportion of Available Programming That is Canadian

The preceding analysis has suggested that those provinces with among the fewest number of available television stations have the highest proportions of available programming that are Canadian. Is the proportion of available programming that is Canadian related to the number of available television stations? Table 6 examines the relationship between the number of available stations and the proportion of available programming that is Canadian in those counties outside the province of Quebec and for Quebec separately. It shows that for Canada, excluding Quebec, there is a strong, inverse relationship between the number of available stations and the proportion of available programming that is Canadian.* For all Canada, excluding Quebec, in those counties with only 3 stations available for viewing, 43 per cent of the available programming broadcast over the whole day is Canadian, whereas in those counties where 9 or more stations are available, only 28 per cent of the available programming is Canadian. In prime time, this relationship is even stronger. For all Canada, excluding Quebec, in those counties with only 3 stations available, Canadian programs accounted for 42 per cent of all prime time programs, while in those counties with 9 or more stations, Canadian programs accounted for only 25 per cent of the available programming. Clearly, this has important policy ramifications, not only for the present, but also for the future. Canadians in the future will have more choice (at least in terms of available channels) than they do now, and this will mean a decline in the proportion of available programming that is Canadian.

*The province of Quebec, with a predominantly Francophone population, merits separate consideration. Within the province of Quebec, the inverse relationship between the number of available television stations and the proportion of available programming that is Canadian disappears (see Tables 6 and 6A). The proportion of available programming that is Canadian is unaffected by the number of English-language television stations available for viewing.

Summary

- In the 1984 calendar year, Canadians, aged 2-plus, had an average of 7.5 English-language television stations from which to choose. This national average, however, masks considerable regional differences. Only residents of Ontario and British Columbia are able to receive more than the national average of available English stations, while residents in Newfoundland, Prince Edward Island, New Brunswick and Quebec are limited to an average of 4 available stations.

- While there is variation in the availability of Canadian programs, both over the whole broadcast day and in prime time, on a provincial basis, it is much less than the provincial variations in the number of available stations. The proportion of available programming that is Canadian is highest in Prince Edward Island and lowest in British Columbia.

- Canadian programming attracts audiences to the extent that it is available. Over the whole broadcast day, while Canadian programs account for 28 per cent of all available programs, they attract 29 per cent of the viewing. Taking their availability into account, Canadian programs attract larger shares of the audience in Nova Scotia, Saskatchewan and British Columbia and smaller viewing shares in New Brunswick and Ontario. In prime time, while Canadian programs account for 26 per cent of the available programs, they capture only 24 per cent of all viewing. Again, taking availability into account, Canadian programs attract larger prime time audience shares in Newfoundland, Nova Scotia and Saskatchewan, but significantly smaller shares in Quebec and Ontario.

- There is a strong negative relationship between the number of available television stations and the proportion of available programming that is Canadian. As the number of available television stations increases, the proportion of available programming that is Canadian decreases. This is true over the whole broadcast day and especially in prime time.

Table 1

Number of Available Stations, Cable Penetration, Availability of Canadian Programs (6:00 am-2:00 am, 7:00pm-11:00 pm and the Viewing of Canadian Programs (6:00am-2:00am, 7:00pm-11:00pm) By Province
1984 Calendar Year

	Nfld.	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.	Canada
Number of Available Stations[1]	3.9	4.0	5.0	4.4	4.2	10.9	5.5	4.8	6.0	8.9	7.5
Cable Penetration (%)[2]	38	39	48	39	49	67	64	44	66	82	61
Availability of Canadian Programs[3]											
6:00 am - 2:00 am	34	39	31	29	28	30	29	32	28	25	28
7:00 pm -11:00 pm	33	40	29	27	27	27	26	33	26	21	26
Viewing of Canadian Programs[4]											
6:00 am - 2:00 am	36	40	36	26	26	27	30	40	29	30	29
7:00 pm -11:00 pm	39	42	35	25	20	21	27	38	27	20	24

Notes:

[1]Number of Available Stations: The number of available stations is determined by calculating the number of persons able to receive each English-language TV station in the defined geographic area (whether off-air, via cabl or converter only), summing them and then dividing that total by the population, aged 2-plus, resident in that defined area.

[2]Cable Penetration: The percentage of the population, aged 2-plus, subscribing to cablevision as of January 1, 1984

[3]Availability of Canadian Programs: 'Canadian programs' are simply defined as those programs produced by Canadians. Hence, the availability of Canadian programs refers to the proportion of all available programs on English-language television that is Canadian.

[4]Viewing of Canadian Programs: The proportion of all viewing to English-language television stations that is spent watching Canadian programs.

Source: CBC Research (A.C. Nielsen)

Table 2

The Availability of Various English-language TV Station Groups by Province
6:00am-2:00am
1984 Calendar Year

Station Groups	Nfld.	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.	Canada
	%	%	%	%	%	%	%	%	%	%	%
CBC O&O's	25	22	19	1	16	7	14	13	14	8	9
CBC Affiliates	–	15	4	22	4	11	3	18	6	3	9
CTV	25	27	23	23	24	14	20	25	18	20	17
Global	–	–	–	–	1	9	–	–	–	–	5
TVO/Knowledge	–	–	–	–	4	7	–	–	–	7	4
Other Canadian[1]	15	10	13	12	*	12	19	3	18	9	10
U.S. Stations	35	27	42	43	51	41	44	41	45	54	47
All English-language Stations	100	100	100	100	100	100	100	100	100	100	100

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Station Groups	Nfld.	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.	Canada
	%	%	%	%	%	%	%	%	%	%	%
CBC O&O's	45	34	27	*	18	10	20	17	19	13	15
CBC Affiliates	–	7	4	29	2	11	6	18	2	7	9
CTV	35	45	43	38	40	21	26	45	33	30	29
Global	–	–	–	–	1	10	–	–	–	–	4
TVO/Knowledge	–	–	–	–	1	2	–	–	–	*	1
Other Canadian[1]	2	2	4	4	*	11	23	1	23	7	10
U.S. Stations	18	12	23	29	38	35	25	20	24	43	33
All English-language Stations	100	100	100	100	100	100	100	100	100	100	100

*Indicates less than 0.5 per cent.

[1]Includes ASN, Canadian Independents and PAY-TV.

Source: CBC Research (A.C. Nielsen)

Table 3

The Availability of Various English-language TV Station Groups in Prime Time (7:00pm-11:00pm)
By Province
1984 Calendar Year

Station Groups	Nfld.	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.	Canada
	%	%	%	%	%	%	%	%	%	%	%
CBC O&O's	28	25	21	1	18	8	16	15	16	9	11
CBC Affiliates	-	15	4	23	4	11	3	18	6	3	9
CTV	24	26	22	22	24	13	19	24	18	19	16
Global	-	-	-	-	1	8	-	-	-	-	4
TVO/Knowledge	-	-	-	-	5	9	-	-	-	8	5
Other Canadian[1]	14	9	13	12	*	12	18	3	17	9	10
U.S. Stations	34	25	40	43	49	39	43	40	44	52	45
All English-language Stations	100	100	100	100	100	100	100	100	100	100	100

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Station Groups	Nfld.	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.	Canada
	%	%	%	%	%	%	%	%	%	%	%
CBC O&O's	45	31	29	*	18	11	20	19	19	12	15
CBC Affiliates	-	9	4	31	1	11	5	18	2	6	8
CTV	32	45	41	38	35	20	26	41	32	26	27
Global	-	-	-	-	1	10	-	-	-	-	4
TVO/Knowledge	-	-	-	-	1	2	-	-	-	*	1
Other Canadian[1]	5	3	6	6	*	13	24	1	23	8	11
U.S. Stations	18	12	21	25	44	34	24	21	24	46	33
All English-language Stations	100	100	100	100	100	100	100	100	100	100	100

*Indicates less than 0.5 per cent.

[1]Includes ASN, Canadian Independents and PAY-TV.

Source: CBC Research (A.C. Nielsen)

Table 4

The Availability of Canadian Programs on the Various English-language TV Station Groups By Province
6:00am-2:00am
1984 Calendar Year

Station Groups	Nfld.	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.	Canada
	%	%	%	%	%	%	%	%	%	%	%
CBC O&O's	43	33	35	1	33	13	30	24	28	18	20
CBC Affiliates	-	20	7	40	8	19	6	30	11	6	17
CTV	39	37	40	41	47	24	36	41	34	43	31
Global	-	-	-	-	1	13	-	-	-	-	8
TVO/Knowledge	-	-	-	-	8	13	-	-	-	15	8
Other Canadian[1]	16	10	17	16	*	16	26	3	25	15	14
U.S. Stations	2	1	2	2	3	2	2	2	2	3	2
All English-language Stations	100	100	100	100	100	100	100	100	100	100	100
Canadian programs as a % of all available Programs	34	39	31	29	28	30	29	32	28	25	28

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Station Groups	Nfld.	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.	Canada
	%	%	%	%	%	%	%	%	%	%	%
CBC O&O's	78	51	45	1	41	25	44	29	43	31	34
CBC Affiliates	-	4	3	45	2	19	12	25	4	13	14
CTV	21	43	49	52	54	31	31	47	38	47	39
Global	-	-	-	-	2	11	-	-	-	-	4
TVO/Knowledge	-	-	-	-	1	3	-	-	-	*	1
Other Canadian[1]	1	2	3	3	*	11	13	*	16	9	8
U.S. Stations	*	*	*	*	*	*	*	*	*	*	*
All English-language Stations	100	100	100	100	100	100	100	100	100	100	100
Viewing to Canadian programs as a % of all viewing	36	40	36	26	26	27	30	40	29	30	29

*Indicates less than 0.5 per cent.

[1]Includes ASN, Canadian Independents and PAY-TV.

Source: CBC Research (A.C. Nielsen)

Table 5

The Availability of Canadian Programs on the Various English-language TV Station Groups in Prime Time (7:00pm-11:00pm) By Province
1984 Calendar Year

Station Groups	Nfld.	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.	Canada
	%	%	%	%	%	%	%	%	%	%	%
CBC O&O's	62	46	52	2	48	21	45	34	43	29	30
CBC Affiliates	-	24	9	56	11	27	8	37	15	9	24
CTV	27	24	28	31	33	18	27	28	25	33	24
Global	-	-	-	-	1	7	-	-	-	-	4
TVO/Knowledge	-	-	-	-	9	15	-	-	-	18	8
Other Canadian[1]	11	6	12	12	*	12	20	2	18	11	10
All English-language Stations	100	100	100	100	100	100	100	100	100	100	100
Canadian programs as a % of all available Programs	33	40	29	27	27	27	26	33	26	21	26

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Station Groups	Nfld.	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.	Canada
	%	%	%	%	%	%	%	%	%	%	%
CBC O&O's	80	54	62	1	65	37	54	38	54	46	46
CBC Affiliates	-	6	4	62	3	25	12	31	5	19	19
CTV	19	38	30	34	30	20	21	30	24	28	24
Global	-	-	-	-	1	5	-	-	-	-	2
TVO/Knowledge	-	-	-	-	1	3	-	-	-	*	1
Other Canadian[1]	1	3	3	4	*	10	12	*	18	7	8
All English-language Stations	100	100	100	100	100	100	100	100	100	100	100
Viewing to Canadian programs as a % of all viewing	39	42	35	25	20	21	27	38	27	20	24

*Indicates less than 0.5 per cent.

[1]Includes ASN, Canadian Independents and PAY-TV.

Source: CBC Research (A.C. Nielsen)

Table 6

The Proportion of Available Programming That is Canadian (6:00am-2:00am)
By The Number of Available Stations
All Canada, excluding Quebec and Quebec
1984 Calendar Year

Number of Available Stations	Proportion of Available Programming That is Canadian			
	All Canada, excluding Quebec		Quebec	
	Mean	N	Mean	N
1 station	-	(-)	38	(15)
2 stations	51	(2)	28	(10)
3 stations	43	(16)	30	(17)
4 stations	39	(31)	30	(9)
5 stations	32	(29)	26	(7)
6 stations	30	(30)	26	(5)
7 stations	32	(13)	37	(1)
8 stations	30	(8)	-	(-)
9 or more stations	28	(38)	-	(-)
Total	28	(167)	28	(64)
	r =-.54			

Table 6A

The Proportion of Available Programming That is Canadian in Prime Time (7:00pm-11:00pm) By the Number of Available Stations
All Canada, excluding Quebec and Quebec
1984 Calendar Year

Number of Available Stations	Proportion of Available Programming That is Canadian			
	All Canada, excluding Quebec		Quebec	
	Mean	N	Mean	N
1 station	-	(-)	39	(15)
2 stations	50	(2)	29	(10)
3 stations	42	(16)	29	(17)
4 stations	37	(31)	29	(9)
5 stations	31	(29)	25	(7)
6 stations	28	(30)	24	(5)
7 stations	28	(13)	33	(1)
8 stations	27	(8)	-	(-)
9 or more stations	25	(38)	-	(-)
Total	26	(167)	27	(64)
	r =-.61			

Note:
N refers to the number of counties.

Source: CBC Research

Table 7

Population (2+), Number of Available Stations, Available Program Hours (6am-2am, 7pm-11pm) and The Proportion of Available Programs That is Canadian (6am-2am, 7pm-11pm) By Province and County
English-Language Television
1984 Calendar Year

REGION	Population (2+)	Number of Available Stations[1]	Available Program Hours[2]		Availability of Canadian Programs[3]	
			6 am - 2 am	7 pm - 11 pm	6 am - 2 am	7 pm - 11 pm
					%	%
CANADA	24,439,000	7.5	51,900	11,300	28	26
NEWFOUNDLAND	565,200	3.9	26,800	5,700	34	33
C.D.1	241,300	4.2	28,900	6,100	31	29
C.D.2	30,200	4.0	26,200	6,100	51	51
C.D.3	25,900	4.1	28,000	6,000	36	36
C.D.4	27,400	3.3	22,500	4,800	39	37
C.D.5	46,200	4.3	29,700	6,300	30	28
C.D.6	41,500	5.4	37,600	7,900	26	24
C.D.7	43,000	2.4	16,300	3,500	50	48
C.D.8	54,100	2.6	17,200	3,700	49	47
C.D.9	25,400	2.6	17,300	3,800	38	42
C.D.10	30,200	4.9	33,200	7,100	31	31
PRINCE EDWARD ISLAND	121,200	4.0	27,300	5,800	39	40
Kings	17,800	2.8	19,000	4,100	44	42
Queens	61,300	4.3	29,300	6,200	36	36
Prince	42,000	4.1	27,500	5,900	44	46
NOVA SCOTIA	844,200	5.0	34,700	7,300	31	29
Cape Breton	124,800	5.1	35,100	7,400	27	25
Inverness, Richmond, Victoria	42,000	4.7	32,000	6,800	39	36
Antigonish, Guysborough	31,000	3.3	21,800	4,800	46	47
Pictou	49,300	5.0	34,500	7,300	32	30
Halifax County	288,300	5.9	40,900	8,600	32	22
Lunenburg, Queens	58,600	3.8	26,000	5,500	33	31
Shelburne	17,200	2.9	19,900	4,300	47	44
Yarmouth	25,900	2.9	19,700	4,200	41	40
Annapolis	22,700	4.1	27,600	5,900	48	48
Digby	21,600	3.8	25,500	5,500	49	50
Hants	33,800	4.5	30,600	6,500	43	41
Kings	52,300	5.5	37,700	8,000	32	33
Colchester	43,100	5.0	34,100	7,200	35	34
Cumberland	33,700	5.4	36,600	7,900	45	45

REGION	Population (2+)	Number of Available Stations[1]	Available Program Hours[2]		Availability of Canadian Programs[3]	
			6 am - 2 am	7 pm - 11 pm	6 am - 2 am	7 pm - 11 pm
					%	%
NEW BRUNSWICK	689,200	4.4	31,200	6,400	29	27
Albert, Westmorland	132,100	5.3	37,600	7,800	26	24
Kings, Saint John	134,200	4.7	33,400	6,900	28	26
Charlotte, Queens	37,300	3.8	27,000	5,600	36	33
York, Sunbury	96,200	4.4	31,100	6,400	29	26
Kent	29,800	2.3	16,300	3,400	51	51
Northumberland	52,900	3.2	22,300	4,600	37	35
Gloucester	85,700	3.4	23,700	4,900	35	33
Restigouche	41,000	5.9	41,600	8,600	25	22
Carleton	24,400	4.0	28,200	5,800	27	26
Victoria	21,200	5.1	36,000	7,400	28	25
Madawaska	34,400	4.8	33,800	7,000	19	19
QUEBEC	6,376,800	4.2	28,800	6,100	28	27
Terre Nouvelle	36,200	2.7	18,500	3,900	21	22
Bonaventure	39,400	1.6	11,000	2,300	48	50
Iles Madeleine	14,100	1.0	6,100	1,500	59	72
Gaspe East	40,500	2.7	17,900	3,900	47	46
Matane	29,700	1.6	10,700	2,300	27	27
Matapedia	23,900	1.3	8,800	1,900	27	27
Gaspe West	18,300	0.8	5,200	1,100	39	39
Rimouski County	69,900	2.1	14,900	3,200	24	24
Saguenay East	50,700	3.1	20,800	4,500	30	30
Saguenay West 1	40,700	2.6	18,000	3,800	28	27
Saguenay West 2	16,500	0.5	3,600	700	19	12
Riviere Du Loup	41,000	3.0	20,600	4,400	26	26
Temiscouata	19,100	1.4	9,500	2,000	14	17
Chicoutimi County	175,100	3.1	21,200	4,600	27	28
Lac St. Jean	47,000	2.2	15,100	3,200	25	25
Lac St. Jean Northwest	34,300	1.9	13,000	2,800	26	26
Lac St. Jean Southwest	28,000	2.8	18,900	4,000	27	27
Charlevoix	31,900	1.3	9,200	1,900	36	35
Kamouraska	28,400	1.6	11,400	2,300	27	26
L'Islet	21,600	0.5	3,700	800	26	22
Montmagny	24,700	0.5	3,600	800	35	33
Quebec, Montmorency, Portneuf	541,300	3.2	22,400	4,600	26	27
Levis, Bellechasse	116,100	3.6	25,700	5,300	24	25
Dorchester	33,800	1.2	8,600	1,800	32	39
Lotbiniere	28,400	1.1	7,300	1,500	53	64

REGION	Population (2+)	Number of Available Stations[1]	Available Program Hours[2]		Availability of Canadian Programs[3]	
			6 am - 2 am	7 pm - 11 pm	6 am - 2 am	7 pm - 11 pm
					%	%
QUEBEC (continued)						
North Megantic	53,700	2.9	20,100	4,300	26	26
Beauce	72,000	2.2	15,300	3,200	19	23
Arthabaska	59,300	3.3	22,500	4,800	29	30
Nicolet	33,800	0.4	3,100	600	27	26
Frontenac, Wolfe	41,800	1.6	11,600	2,400	21	23
Compton	20,400	5.7	39,900	8,400	19	19
Stanstead	37,000	4.5	31,100	6,600	23	24
Sherbrooke County	112,300	4.8	32,900	6,900	21	21
Shefford	68,200	3.1	21,100	4,500	29	29
Drummond, Yamaska	84,500	2.8	19,100	4,100	36	30
Richmond	40,000	3.0	21,000	4,400	22	22
Brome, Missisquoi	53,900	5.4	37,200	7,800	23	23
Iberville, St. Jean	80,100	4.7	32,500	6,900	25	24
Greater Rouville	36,700	3.7	25,500	5,400	21	22
Richelieu	50,900	3.3	23,000	4,800	26	24
St. Hyacinthe County, Bagot	80,900	2.6	17,300	3,700	35	34
Beauharnois	53,000	4.3	29,200	6,300	32	31
Assomption, Vercheres	184,700	4.9	33,600	7,200	29	28
Chambly	309,400	5.0	34,000	7,300	29	27
Laprairie, Napierville	119,500	4.4	30,200	6,400	25	24
Chateauguay, Huntingdon	68,700	6.1	42,000	8,800	23	22
Vaudreuil, Soulanges	67,400	6.4	44,100	9,300	23	21
Montreal, Jesus Island	1,994,700	5.6	38,300	8,200	26	25
Deux Montagnes	59,700	4.2	29,100	6,200	29	28
Terrebonne	218,000	4.2	28,400	6,100	32	31
Joliette County	61,700	3.3	22,100	4,800	34	33
Montcalm	29,800	1.3	8,600	1,900	46	46
Berthier	31,100	1.3	8,600	1,800	45	42
Maskinonge	20,500	1.2	8,300	1,800	52	51
Argenteuil	32,600	5.3	36,500	7,700	29	27
St. Maurice, Champlain South	208,500	3.7	25,100	5,300	27	28
Champlain North	19,200	3.8	25,700	5,500	26	26
Hull County	131,000	7.0	47,100	10,200	37	33
Gatineau, Papineau	90,900	5.7	38,600	8,300	38	33
Labelle	34,200	0.9	6,100	1,400	56	55
Abitibi	94,300	2.2	15,600	3,300	30	30
Temiscamingue-North	35,700	2.2	15,500	3,200	40	39
Temiscamingue-South	16,700	2.8	19,600	4,100	40	36
Pontiac	19,400	4.2	28,200	6,100	51	47

REGION	Population (2+)	Number of Available Stations[1]	Available Program Hours[2]		Availability of Canadian Programs[3]	
			6 am - 2 am	7 pm - 11 pm	6 am - 2 am	7 pm - 11 pm
					%	%
ONTARIO	8,696,800	10.9	74,900	15,800	30	27
Stormont	62,400	8.1	54,400	11,700	29	28
Glengarry	20,100	9.1	62,400	13,300	26	25
Prescott	29,600	7.0	47,000	10,200	34	34
Dundas, Grenville East	39,300	6.5	43,400	9,400	33	28
Ottawa-Carleton, Russell	593,500	9.2	62,500	13,400	35	32
Leeds, Grenville West	60,100	7.3	50,500	10,700	29	27
Lanark	47,500	9.0	61,000	13,000	30	28
Renfrew	87,300	6.8	46,100	9,800	35	33
Frontenac, Lennox + Addington	141,700	8.7	58,400	12,600	26	24
Hastings, Prince Edward	134,800	6.4	43,900	9,300	43	38
Northumberland	59,700	10.9	75,700	15,800	26	25
Peterborough County	101,700	11.2	77,300	16,300	33	30
Victoria	50,500	8.9	61,300	13,000	38	36
Durham Regional Municipality	297,700	13.6	93,900	19,800	28	25
York Regional Municipality	293,600	12.0	82,600	17,500	34	30
Toronto Metro	2,102,400	12.8	88,100	18,600	31	27
Peel Regional Municipality	538,000	12.5	85,700	18,100	33	29
Dufferin	31,400	8.3	56,900	12,000	38	34
Simcoe East	82,000	8.7	59,900	12,700	39	34
Simcoe Balance, Barrie	147,000	9.8	66,800	14,300	38	34
Haliburton, Muskoka	50,700	8.0	54,600	11,700	43	41
Halton	253,000	11.8	81,300	17,200	32	26
Wentworth	412,500	14.3	98,900	20,800	29	25
Niagara Regional Municipality	361,400	11.1	76,500	16,200	26	21
Haldimand	29,200	10.2	70,200	14,800	26	21
Brant	104,500	12.4	86,400	18,100	28	23
Norfolk	56,900	13.0	89,900	18,900	27	23
Waterloo County	310,200	13.1	89,900	19,000	34	32
Oxford	81,300	10.2	70,200	14,800	30	25
Wellington	132,500	10.7	73,400	15,600	35	30
Middlesex, Elgin West	387,100	10.5	73,100	15,300	29	18
Elgin East	52,100	9.2	68,800	14,300	23	22
Lambton	127,300	11.1	76,200	16,100	23	20
Kent	102,900	10.6	72,400	15,400	22	21
Essex	303,200	8.9	60,900	13,000	14	15

REGION	Population (2+)	Number of Available Stations[1]	Available Program Hours[2]		Availability of Canadian Programs[3]	
			6 am - 2 am	7 pm - 11 pm	6 am - 2 am	7 pm - 11 pm
					%	%
ONTARIO (continued)						
Perth	65,900	9.2	63,900	13,400	35	32
Huron	53,600	6.6	45,000	9,600	40	37
Bruce	62,900	5.6	38,100	8,200	39	34
Grey	73,400	7.3	49,600	10,700	40	38
Parry Sound South	31,500	6.2	41,900	9,000	42	38
Parry Sound North, Nipissing	81,800	6.1	41,900	8,900	33	28
Sudbury County	179,000	7.1	49,000	10,400	29	24
Timiskaming	41,300	7.2	49,200	10,400	34	28
Cochrane-South	63,900	6.6	45,000	9,600	31	26
Cochrane-North	31,700	6.0	41,500	8,800	31	26
Algoma East, Manitoulin Island	43,900	6.9	47,600	10,000	29	24
Algoma West	103,900	8.9	62,100	13,000	22	20
Thunder Bay County	151,600	7.1	48,300	10,300	26	24
Rainy River	23,000	8.3	56,100	12,000	23	22
Kenora East	41,500	6.0	40,700	8,800	32	29
Kenora West	14,600	5.5	37,100	8,000	37	33
MANITOBA	1,024,200	5.5	38,000	8,000	29	26
C.D.1	15,700	3.7	25,100	5,300	41	38
C.D.2 South	28,600	3.1	21,000	4,500	49	45
C.D.3	35,600	4.5	30,700	6,500	34	31
C.D.4 & 8	25,800	4.1	28,400	6,000	43	42
C.D.5	16,600	4.3	30,200	6,200	34	31
C.D.6 & 7	65,700	4.0	28,200	5,800	37	34
C.D.9	23,100	5.6	38,300	8,100	32	31
C.D.10 & 14	21,200	3.7	25,400	5,400	40	37
C.D.11	567,600	6.4	44,600	9,300	24	22
C.D.2 North, 12 & 13	62,100	4.0	27,600	5,900	37	34
C.D.15	24,500	4.1	28,700	6,000	38	35
C.D.16 & 20	22,900	4.3	29,400	6,300	47	47
C.D.17	27,800	3.7	25,300	5,400	41	39
C.D.18	21,900	3.2	21,600	4,600	47	44
C.D.19, 21-23	65,300	6.0	41,500	8,700	30	27
SASKATCHEWAN	974,000	4.8	33,200	7,000	32	33
C.D.1	32,400	5.7	40,100	8,300	34	31
C.D.2	26,200	5.0	34,600	7,300	36	35
C.D.3	20,400	2.9	19,600	4,300	48	51

REGION	Population (2+)	Number of Available Stations[1]	Available Program Hours[2]		Availability of Canadian Programs[3]	
			6 am - 2 am	7 pm - 11 pm	6 am - 2 am	7 pm - 11 pm
					%	%
SASKATCHEWAN (continued)						
C.D.4 & 8	49,600	3.7	25,900	5,400	37	38
C.D.5	40,800	5.0	34,800	7,200	34	33
C.D.6	207,400	5.4	37,000	7,800	27	29
C.D.7	50,600	4.4	30,000	6,400	29	29
C.D.9	43,800	2.9	20,500	4,200	37	35
C.D.10	24,300	3.3	22,900	4,700	41	40
C.D.11	203,900	5.6	41,100	8,700	27	28
C.D.12	25,600	3.7	25,400	5,400	37	38
C.D.13	27,300	4.9	33,900	7,200	41	40
C.D.14	48,000	3.3	22,900	4,800	43	43
C.D.15 South	30,000	3.8	26,000	5,500	45	46
C.D.15 North	49,600	4.5	31,100	6,600	32	33
C.D.16	38,600	4.8	32,900	7,000	37	39
C.D.17	35,900	4.2	29,200	6,100	43	40
C.D.18	19,700	4.9	33,800	7,200	29	26
ALBERTA	2,352,100	5.6	41,300	8,700	28	26
C.D.1	56,000	5.5	38,800	8,000	22	21
C.D.2	112,100	5.7	39,600	8,300	28	26
C.D.3 & 9 South	43,500	5.3	36,700	7,700	29	26
C.D.4 & 5	51,800	4.1	28,200	6,000	43	40
C.D.7	40,400	6.0	41,600	8,700	39	37
C.D.6 & 9 Central	737,200	6.6	45,600	9,600	27	25
C.D.8	135,400	6.0	41,700	8,700	33	30
C.D.10 East	26,600	4.1	28,300	5,900	43	41
C.D.10 West	54,000	4.5	30,600	6,500	38	36
C.D.11	805,600	6.3	43,900	9,200	26	24
C.D.12 South	34,400	4.2	29,300	6,100	41	39
C.D.12 North	49,700	6.4	44,200	9,300	24	22
C.D.13	53,000	3.1	21,300	4,600	45	42
C.D.9 North & 14	25,400	5.1	35,300	7,400	31	28
C.D.15 East	72,700	3.8	25,700	5,500	36	34
C.D.15 West	55,300	4.5	30,700	6,500	30	29
BRITISH COLUMBIA	2,794,317	8.9	61,400	13,000	25	21
East Kootenay	57,200	8.1	55,500	11,800	28	24
Central Kootenay	51,100	6.2	42,000	9,000	26	25
Kootenay Boundary	31,400	6.2	42,400	9,100	24	23
Okanagan-Similkameen	60,600	6.6	44,900	9,500	23	21
Fraser-Cheam	57,200	9.3	64,000	13,500	24	21
Fraser Valley	102,900	9.6	66,700	14,000	23	19

REGION	Population (2+)	Number of Available Stations[1]	Available Program Hours[2]		Availability of Canadian Programs[3]	
			6 am - 2 am	7 pm - 11 pm	6 am - 2 am	7 pm - 11 pm
					%	%
BRITISH COLUMBIA (cont'd)						
Dewdney-Alouette	87,100	11.8	81,300	17,100	22	18
Greater Vancouver	1,187,100	10.6	72,900	15,400	24	21
Capital	253,600	10.1	70,600	14,800	21	18
Cowichan Valley	54,000	8.3	57,600	12,100	25	21
Nanaimo Regional District	79,500	9.1	62,600	13,300	26	23
Alberni-Clayoquot	29,800	8.8	60,400	12,900	29	25
Comox-Strathcona Divisions A & B	34,800	10.0	68,700	14,500	26	22
Comox-Strathcona Division C	36,900	7.7	52,700	11,200	29	25
Powell River	17,200	9.4	64,100	13,600	27	23
Shushine & Squamish	35,700	8.2	56,800	11,900	24	21
Thompson-Nicola Divisions A,B, & E	83,800	5.9	40,400	8,500	25	24
Thompson-Nicola Divisions C & D	16,800	4.7	32,600	6,200	31	33
Central Okanagan	88,200	6.2	42,300	9,000	25	23
North Okanagan	56,500	5.6	38,400	8,100	25	24
Columbia-Shuswap	42,100	5.8	40,400	8,500	30	28
Cariboo	61,100	5.0	34,100	7,200	31	30
Mt. Waddington-Central Coast	18,400	6.0	40,900	8,800	36	31
Skeena, Queen Charlotte	23,900	5.6	38,400	8,100	28	26
Kitimat-Stikine, Stikine	44,800	5.4	37,200	7,900	29	27
Bulkley-Nechako	39,000	4.1	28,500	6,000	36	34
Fraser-Fort George	88,100	5.7	39,400	8,300	25	24
Peace River-Liard A	33,400	4.8	32,500	6,900	34	33
Peace River-Liard B	22,200	4.5	30,900	6,500	38	35

Notes: [1]Number of Available Stations: The number of available stations is determined by calculating the number of persons able to receive each English-language TV station in the defined geographic area (whether off-air, via cable or converter only), summing them and then dividing that total by the population aged 2-plus, resident i that defined area.

[2]Available Program Hours: Available program hours refers to the aggregate of programs aired by all English-language television stations broadcasting in the defined geographic area throughout the 1984 calendar year divided by the population, aged 2-plus, within the defined area (i.e. available program hours per persor Programs carried by individual stations or networks are weighted according to the number of Canadians, aged 2-plus, able to receive them.

[3]'Canadian programs' are simply defined as those programs produced by Canadians. Hence, the availability of Canadian programs refers to the proportion of all available programs on English-language television that is Canadian.

Source: CBC Research

Table 8

Population, Number of Available Stations, Available Program Hours (6am-2am, 7pm-11pm), the Proportion of Available Programs That is Canadian (6am-2am, 7pm-11pm) and the Proportion of all Viewing That is to Canadian Programs (6am-2am, 7pm-11pm) By Province and Selected Counties
English-Language Television
1984 Calendar Year

REGION	Population (2+)	Number of Available Stations[1]	Available Program Hours[2]		Availability of Canadian Programs[3]		Viewing of Canadian Programs[4]	
			6 am - 2 am	7 pm - 11 pm	6 am - 2 am	7 pm - 11 pm	6 am - 2 am	7 pm - 11 pm
					%	%	%	%
CANADA	24,439,000	7.5	51,900	11,300	28	26	29	24
NEWFOUNDLAND	565,200	3.9	26,800	5,700	34	33	36	39
C.D.I (St. John's)	241,300	4.2	28,900	6,100	31	29	33	34
PRINCE EDWARD ISLAND	121,200	4.0	27,300	5,800	39	40	40	42
Prince	42,000	4.1	27,500	5,900	44	46	36	35
Queens	61,300	4.3	29,300	6,200	36	36	46	48
NOVA SCOTIA	844,200	5.0	34,700	7,300	31	29	36	35
Cape Breton	124,800	5.1	35,100	7,400	27	25	31	27
Pictou	49,300	5.0	34,500	7,300	32	30	48	52
Halifax County	288,300	5.9	40,900	8,600	32	22	34	34
Shelburne,Yarmouth	43,100	2.9	19,800	4,400	43	40	49	49
Kings,Annapolis	74,900	5.1	34,700	7,400	36	37	52	29
Hants,Colchester	76,900	4.8	32,900	7,000	38	37	36	35
Cumberland	33,700	5.4	36,600	7,900	45	45	27	28
NEW BRUNSWICK	689,200	4.4	31,200	6,400	29	27	26	25
Albert, Westmorland	132,100	5.3	37,600	7,800	26	24	30	28
Kings, Saint John	134,200	4.7	33,400	6,900	28	26	29	27
York,Sunbury, Charlotte,Queens	130,600	4.3	30,600	6,300	30	28	23	20
Carleton,Victoria	45,500	4.5	32,000	6,600	27	25	22	22
Madawaska	34,400	4.8	33,800	7,000	19	19	10	20

REGION	Population (2+)	Number of Available Stations[1]	Available Program Hours[2]		Availability of Canadian Programs[3]		Viewing of Canadian Programs[4]	
			6 am - 2 am	7 pm - 11 pm	6 am - 2 am	7 pm - 11 pm	6 am - 2 am	7 pm - 11 pm
					%	%	%	%
QUEBEC	6,376,800	4.2	28,800	6,100	28	27	26	20
Bonaventure, Gaspe East, Rimouski	149,800	2.1	14,500	3,100	36	37	41	40
Quebec, Montmorency, Portneuf, Levis, Bellechasse, Dorchester	657,400	3.3	23,000	4,800	26	27	13	13
Sherbrooke County	112,300	4.8	32,900	6,900	21	21	19	15
Shefford	68,200	3.1	21,100	4,500	29	29	18	30
Iberville, St. Jean, Napierville, Beauharnois, Brome, Missisquoi, Stanstead, Compton	363,900	4.7	32,200	6,800	25	24	24	18
Montreal, Jesus Island	1,994,700	5.6	38,300	8,200	26	25	26	19
St. Maurice, Champlain South	208,500	3.7	25,100	5,300	27	28	18	20
Hull County, Gatineau Papineau	221,900	6.5	43,600	9,500	37	33	39	31
Abitibi	94,300	2.2	15,600	3,300	30	30	25	33
ONTARIO	8,696,800	10.9	74,900	15,800	30	27	27	21
Stormont, Glengarry	82,500	8.3	56,400	12,100	28	27	25	23
Ottawa-Carleton, Russell	593,500	9.2	62,500	13,400	35	32	31	24
Renfrew	87,300	6.8	46,100	9,800	35	33	36	31
Frontenac, Lennox + Addington	141,700	8.7	58,400	12,600	26	24	27	21
Hastings, Prince Edward	134,800	6.4	43,900	9,300	43	38	31	26
Northumberland	59,700	10.9	75,700	15,800	26	25	22	19
Peterborough	101,700	11.2	77,300	16,300	33	30	29	25
Durham Regional Municipality	297,700	13.6	93,900	19,800	28	25	26	23
Toronto Metro	2,102,400	12.8	88,100	18,600	31	27	29	23
Simcoe, Barrie	229,000	9.4	64,300	13,700	39	34	35	31
Wentworth	412,500	14.3	98,900	20,800	29	25	23	17

REGION	Population (2+)	Number of Available Stations[1]	Available Program Hours[2]		Availability of Canadian Programs[3]		Viewing of Canadian Programs[4]	
			6 am - 2 am	7 pm - 11 pm	6 am - 2 am	7 pm - 11 pm	6 am - 2 am	7 pm - 11 pm
					%	%	%	%
ONTARIO (continued)								
Niagara Regional Municipality	361,400	11.1	76,500	16,200	26	21	18	17
Haldimand,Norfolk	86,100	12.0	83,200	17,500	27	23	22	17
Brant	104,500	12.4	86,400	18,100	28	23	33	26
Waterloo County	310,200	13.1	89,900	19,000	34	32	27	18
Oxford	81,300	10.2	70,200	14,800	30	25	29	20
Wellington	132,500	10.7	73,400	15,600	35	30	32	23
Middlesex,Elgin West	387,100	10.5	73,100	15,300	29	18	22	16
Lambton	127,300	11.1	76,200	16,100	23	20	17	10
Kent	102,900	10.6	72,400	15,400	22	21	15	11
Essex	303,200	8.9	60,900	13,000	14	15	10	8
Perth	65,900	9.2	63,900	13,400	35	32	29	22
Huron	53,600	6.6	45,000	9,600	40	37	35	20
Bruce	62,900	5.6	38,100	8,200	39	34	31	25
Grey	73,400	7.3	49,600	10,700	40	38	39	29
Parry Sound South	31,500	6.2	41,900	9,000	42	38	43	43
Parry South North, Nipissing	81,800	6.1	41,900	8,900	33	28	29	22
Sudbury County	179,000	7.1	49,000	10,400	29	24	29	24
Cochrane-North & South	95,600	6.4	43,900	9,300	31	26	26	30
Algoma West	103,800	8.9	62,100	13,000	22	20	18	15
Thunder Bay County	151,600	7.1	48,300	10,300	26	24	33	30
MANITOBA	1,024,200	5.5	38,000	8,000	29	26	30	27
C.D. 2,10-14,18	701,400	5.9	40,800	8,600	26	24	27	23
C.D. 3 & 9	58,700	4.9	33,700	7,100	33	31	29	27
C.D. 4,5, & 8	42,500	4.2	29,100	6,100	40	37	44	45
C.D. 6,7, & 15	90,100	4.0	28,300	5,900	38	34	31	29
C.D. 16,17 & 20	50,700	4.0	27,200	5,800	44	43	38	33

REGION	Population (2+)	Number of Available Stations[1]	Available Program Hours[2]		Availability of Canadian Programs[3]		Viewing of Canadian Programs[4]	
			6 am - 2 am	7 pm - 11 pm	6 am - 2 am	7 pm - 11 pm	6 am - 2 am	7 pm - 11 pm
					%	%	%	%
SASKATCHEWAN	974,000	4.8	33,200	7,000	32	33	40	38
C.D. 1 & 2	58,600	5.4	37,600	7,900	35	33	39	31
C.D. 3 & 7	71,000	3.9	26,300	5,600	34	35	44	39
C.D. 4 & 8	49,600	3.7	25,900	5,400	37	38	50	52
C.D. 5	40,800	5.0	34,800	7,200	34	33	39	40
C.D. 6	207,400	5.4	37,000	7,800	27	29	39	34
C.D. 9 & 10	68,100	3.0	21,300	4,400	38	37	46	42
C.D. 11	203,900	5.6	41,100	8,700	27	28	35	34
C.D. 12 & 13	52,900	4.3	29,800	6,300	40	39	28	29
C.D. 14	48,000	3.3	22,900	4,800	43	43	30	32
C.D. 15	79,600	4.2	29,200	6,200	36	37	45	53
C.D. 16	38,600	4.8	32,900	7,000	37	39	35	32
ALBERTA	2,352,100	6.0	41,300	8,700	28	26	29	27
C.D. 2	112,100	5.7	39,600	8,300	28	26	23	22
C.D. 6 & 9 Central	737,200	6.6	45,600	9,600	27	25	27	26
C.D. 8	135,400	6.0	41,700	8,700	33	30	24	22
C.D. 10 East & 10 West & C.D.17 Saskatchewan	116,400	4.3	29,700	6,200	41	38	53	53
C.D. 11	805,600	6.3	43,900	9,200	26	24	28	26
C.D. 13 & 14	78,400	3.8	25,800	5,500	38	36	37	33
C.D. 15	128,000	4.1	27,900	5,900	33	32	41	33
BRITISH COLUMBIA	2,794,300	8.9	61,400	13,000	25	21	30	20
Central Kootenay, Kootenay Boundary	82,500	6.2	42,000	9,000	25	24	40	32
Fraser Valley	102,900	9.6	66,700	14,000	23	19	24	20
Greater Vancouver	1,187,100	10.6	72,900	15,400	24	21	27	17
Capital	253,600	10.1	70,600	14,800	21	18	31	24
Nanaimo Regional District	79,500	9.1	62,600	13,300	26	23	36	15
Comox-Strathcona	71,700	8.8	60,500	12,800	27	24	41	26
Central Okanagan	88,200	6.2	42,300	9,000	25	23	37	30
North Okanagan, Columbia-Shuswap	98,600	5.7	39,300	8,300	27	26	34	20
Cariboo	61,100	5.0	34,100	7,200	31	30	34	16
Fraser-Fort George	88,100	5.7	39,400	8,300	25	24	34	13
Peace River-Liard	55,600	4.7	31,900	6,800	35	34	34	26

Notes: [1]Number of Available Stations: The number of available stations is determined by calculating the number of persons able to receive each English-language TV station in the defined geographic area (whether off-air, via cable or converter only), summing them and then dividing that total by the population, aged 2-plus, resident in that defined area.

[2]Available Program Hours: Available program hours refers to the aggregate of programs aired by all English-language television stations broadcasting in the defined geographic area throughout the 1984 calendar year divided by the population, aged 2-plus, within the defined area (i.e., available program hours per person). Programs carried by individual stations or networks are weighted according to the number of Canadians, aged 2-plus able to receive them.

[3]Availability of Canadian Programs: 'Canadian programs' are simply defined as those programs produced by Canadians. Hence, the availability of Canadian programs refers to the proportion of all available programs on English-language television that is Canadian.

[4]Viewing of Canadian Programs: The proportion of all viewing to English-language television stations that is spent watching Canadian programs.

Source: CBC Research (A.C. Nielsen)

Table 9

Frequency Distribution of the Number of Available English-language Television Stations By County

1984 Calendar Year

Number of Available Stations[1]	Nfld.	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.	Canada
less than 1.5	-	-	-	-	15	-	-	-	-	-	15
1.5 - 2.49	1	-	-	1	10	-	-	-	-	-	12
2.5 - 3.49	3	1	3	2	17	-	2	4	1	-	33
3.5 - 4.49	4	2	4	3	9	-	10	5	6	1	44
4.5 - 5.49	2	-	6	4	7	-	-	7	2	5	33
5.5 - 6.49	-	-	1	1	5	8	3	2	6	9	35
6.5 - 7.49	-	-	-	-	1	10	-	-	1	1	13
7.5 - 8.49	-	-	-	-	-	4	-	-	-	4	8
8.5 - 9.49	-	-	-	-	-	10	-	-	-	4	14
9.5 -10.49	-	-	-	-	-	3	-	-	-	3	6
10.5 -11.49	-	-	-	-	-	7	-	-	-	1	8
11.5 -12.49	-	-	-	-	-	4	-	-	-	1	5
13 or more	-	-	-	-	-	5	-	-	-	-	5
Average	3.9	4.0	5.0	4.4	4.2	10.9	5.5	4.8	6.0	8.9	7.5
Number of Counties	10	3	14	11	64	51	15	18	16	29	231

Note:

[1] Number of Available Stations: The number of available stations is determined by calculating the number of persons, aged 2-plus, able to receive each English-language TV station in the county (whether off-air, via cable or converter only), summing them and then dividing that total by the population, aged 2-plus, resident in the county.

Source: CBC Research

Table 10

Frequency Distribution of the Proportion of All Available Programming on English-language Television That is Canadian By County
1984 Calendar Year

6:00 am - 2:00 am

The Proportion of all Available Programming on English-Language Television That is Canadian	Nfld.	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.	Canada
less than 20 per cent	-	-	-	1	4	1	-	-	-	-	6
20 - 24.9 per cent	-	-	-	-	11	5	1	-	2	8	27
25 - 29.9 per cent	1	-	1	6	25	15	-	4	4	14	70
30 - 34.9 per cent	3	-	4	-	6	15	4	3	3	4	42
35 - 39.9 per cent	3	1	2	3	7	10	3	5	3	3	40
40 - 44.9 per cent	-	2	2	-	2	5	5	4	3	-	23
45 - 49.9 per cent	1	-	5	-	4	-	2	2	1	-	15
50 per cent or more	2	-	-	1	5	-	-	-	-	-	8
Average (%)	34	39	31	29	28	30	29	32	28	25	28

7:00 pm - 11:00 pm

The Proportion of all Available Programming on English-Language Television That is Canadian	Nfld.	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.	Canada
less than 20 per cent	-	-	-	1	3	2	-	-	-	3	9
20 - 24.9 per cent	1	-	1	2	15	13	1	-	3	14	50
25 - 29.9 per cent	2	-	1	4	21	17	1	4	5	6	61
30 - 34.9 per cent	1	-	4	2	11	13	5	3	2	5	46
35 - 39.9 per cent	2	1	1	1	5	5	4	5	3	1	28
40 - 44.9 per cent	1	1	3	-	1	1	2	4	3	-	16
45 - 49.9 per cent	2	1	3	-	3	-	2	1	-	-	12
50 per cent or more	1	-	1	1	5	-	-	1	-	-	9
Average (%)	33	40	29	27	27	27	26	33	26	21	26
Number of Counties	10	3	14	11	64	51	15	18	16	29	231

Source: CBC Research

Table 11

The Relationship Between the Number of Available English Television Stations and The Proportion of Available English-language TV Programming That is Canadian, 6:00 am - 2:00 am
All-Canada, excluding Quebec
1984 Calendar Year

The Proportion of Available Programming That is Canadian	The Number of Available TV Stations					Base[1]
	2 or less	3 or 4	5 or 6	7 or 8	9 or more	
	%	%	%	%	%	
less than 20	-	-	2	-	3	(2)
20 - 29	-	6	39	57	61	(61)
30 - 39	-	40	51	29	37	(69)
40 - 49	-	51	8	14	-	(32)
50 or more	100	2	-	-	-	(3)
Total	100	100	100	100	100	
Base[1]	(2)	(47)	(59)	(21)	(38)	(167)

[1]The Base refers to the number of counties.

Table 11A

The Relationship Between the Number of Available English Television Stations and the Proportion of Available English-language TV Programming That is Canadian, 6:00 am - 2:00 am
Quebec
1984 Calendar Year

The Proportion of Available Programming That is Canadian	The Number of Available TV Stations					Base[1]
	2 or less	3 or 4	5 or 6	7 or 8	9 or more	
	%	%	%	%	%	
less than 20	12	-	8	-	-	(4)
20 - 29	36	65	83	-	-	(36)
30 - 39	20	23	8	100	-	(13)
40 - 49	16	8	-	-	-	(6)
50 or more	16	4	-	-	-	(5)
Total	100	100	100	100	-	
Base[1]	(25)	(26)	(12)	(1)	(-)	(64)

[1]The Base refers to the number of counties.

Source: CBC Research

Table 12

The Relationship Between the Number of Available English Television Stations and The Proportion of Available English-language TV Programming That is Canadian in Prime Time (7:00pm-11:00pm)
All-Canada, excluding Quebec
1984 Calendar Year

The Proportion of Available Programming That is Canadian	The Number of Available TV Stations					Base[1]
	2 or less	3 or 4	5 or 6	7 or 8	9 or more	
	%	%	%	%	%	%
less than 20	-	-	2	-	13	(6)
20 - 29	-	11	53	71	63	(75)
30 - 39	-	43	41	24	24	(58)
40 - 49	50	40	5	5	-	(24)
50 or more	50	6	-	-	-	(4)
Total	100	100	100	100	100	
Base[1]	(2)	(47)	(59)	(21)	(38)	(167)

[1]The Base refers to the number of counties.

Table 12A

The Relationship Between the Number of Available English Television Stations and the Proportion of Available English-language TV Programming That is Canadian in Prime Time (7:00pm-11:00pm)
Quebec
1984 Calendar Year

The Proportion of Available Programming That is Canadian	The Number of Available TV Stations					Base[1]
	2 or less	3 or 4	5 or 6	7 or 8	9 or more	
	%	%	%	%	%	%
less than 20	8	-	8	-	-	(3)
20 - 29	40	62	83	-	-	(36)
30 - 39	24	31	8	100	-	(16)
40 - 49	8	8	-	-	-	(4)
50 or more	20	-	-	-	-	(5)
Total	100	100	100	100	-	
Base[1]	(25)	(26)	(12)	(1)	(-)	(64)

[1]The Base refers to the number of counties.

Source: CBC Research